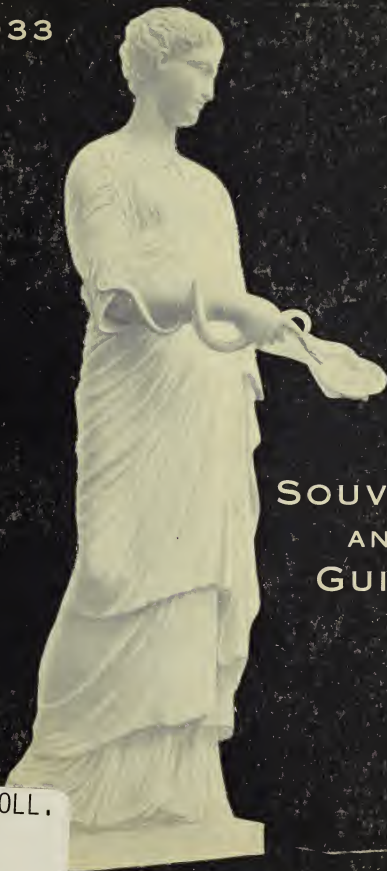


CHICAGO
EXPOSITION
1933



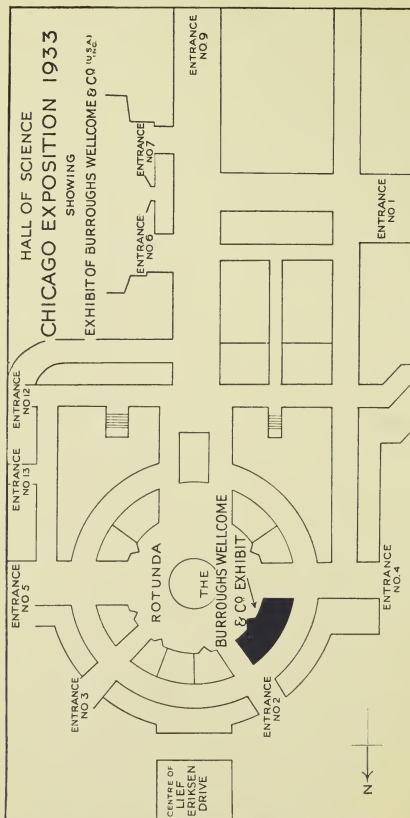
SOUVENIR
AND
GUIDE

WELLCOME COLL.

1273

WELLCOME & CO. (U.S.A.)
INC.

GROUND FLOOR PLAN



BURROUGHS WELLCOME & CO. EXHIBIT. GROUP E—BOOTH 3 AND 4



22501689759



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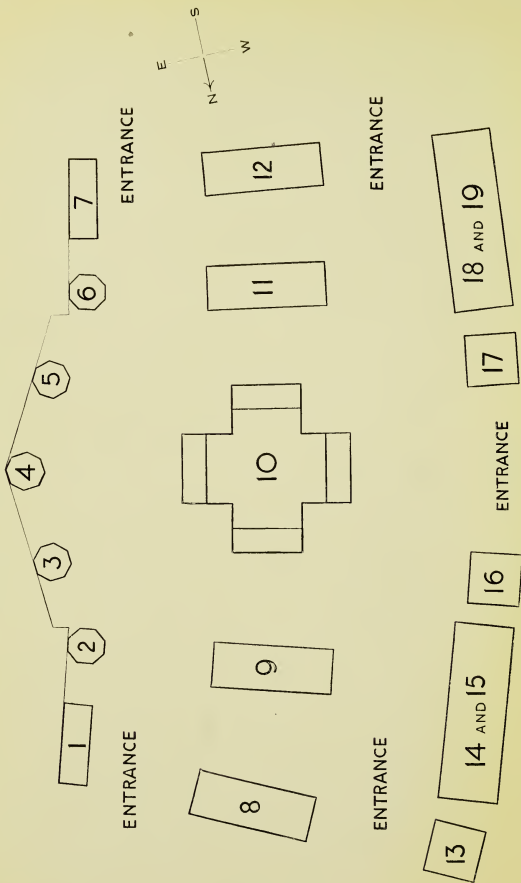
BURROUGHS WELLCOME & CO. (U.S.A.)
INC.
9 & 11, EAST FORTY-FIRST STREET
NEW YORK CITY

Associated Houses:

LONDON	MONTREAL	SYDNEY	CAPE TOWN	MILAN
	BOMBAY	SHANGHAI	BUENOS AIRES	

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CHICAGO EXPOSITION, 1933



PLAN OF BURROUGHS WELLCOME & CO. EXHIBIT
Ground Floor, Hall of Science. Group E—Booths 3 and 4

KEY TO PLAN OF BURROUGHS WELLCOME & CO. EXHIBIT

- 1.—'WELLCOME' FINE CHEMICALS AND
GALENICALS
- 2.—HYPODERMIC PRODUCTS AND OUTFITS
- 3, 4, 5.—FINE CRYSTALS—
Exquisite in form. Perfect in purity
- 6.—OPHTHALMIC PRODUCTS AND OUTFITS
TEST CASES, SYRINGES AND NEEDLES
- 7.—FINE THERAPEUTIC AGENTS AND
LABORATORY CHEMICALS
- 8.—RELICS OF THE WORLD'S GREATEST
EXPLORERS—PEARY, BYRD, STANLEY
and many others
- 9.—DEMONSTRATIONS OF PROCESSES—
How medicaments are prepared from animal
sources
- 10.—PHOTOGRAPHIC PROJECTION
FITMENT—
'Tabloid' Medical Equipments
'Tabloid' Medicinal Products
'Tabloid' First-Aid
'Wellcome' Chemicals
- 11.—DEMONSTRATIONS OF PROCESSES—
How medicaments are prepared from plants
- 12.—'KEPLER' MALT PRODUCTS
- 13.—'TABLOID' PRODUCTS—
Pioneer products of Organo-Therapy
- 14, 15.—DIORAMAS
- 16, 17.—PRODUCTS OF PIONEER RESEARCH
- 18, 19.—DIORAMAS

**SOME NOTABLE FEATURES
IN THE
BURROUGHS WELLCOME & CO.
EXHIBIT**

(The figures indicate the positions of the Exhibit on plan, page 2)

**FINE CHEMICALS. ALKALOIDS
AND GALENICALS**

These products, issued under the 'Wellcome' Brand, conform to an exceptionally high standard of purity (1). Associated with them (3, 4, 5) are exhibits of exquisite crystals of academic and commercial interest demonstrating this high standard of purity.

PIONEER PRODUCTS OF RESEARCH

Illustrating the results of original research work carried out by the Firm (9, 10, 11, 12, 13, 16, 17).

HOW MEDICAMENTS ARE MADE

Stages in the production of medicaments from animal and vegetable sources (9, 11).

PHOTOGRAPHIC PROJECTOR

Original method of projecting simultaneously on four screens. The subjects shown cover the fields of Medicine, First-Aid, Travel, Photography, etc. (10).

**RELICS OF FAMOUS EXPLORERS
AND PIONEERS OF TRAVEL (8)**

**DIORAMAS DEPICTING THE WORLD'S
GREATEST EXPEDITIONARY
ADVENTURES (14, 15, 18, 19)**



INTRODUCTION

THE Burroughs Wellcome & Co. Exhibits at the Chicago Exposition, some of which are described in this book, represent the most recent steps towards ideal therapeutic, dietetic and pharmaceutic preparations.

The fixed Burroughs Wellcome & Co. policy is never to rest upon laurels already gained, but to press forward constantly to a higher standard of attainment. The steady pursuit of this policy has established amongst professional men throughout the world a confidence in the firm's products which is a reward in itself.

The physician who prescribes, the pharmacist who dispenses, or the patient who takes any medicament bearing a Burroughs Wellcome & Co. label, knows that it challenges judgment by the highest criteria available to-day.

Burroughs Wellcome & Co. are the successors to, and sole proprietors of, the business of Brockedon, who originated compressed medicines in the shape of bi-convex discs. They have pioneered the development of compressed medicaments under their trade mark names 'TABLOID' and 'SOLOID' by means of specially-devised machinery, invented and produced at great cost and working with the precision of fine watch-work.

By its aid, under the direction of specially-trained chemists and pharmacists of long experience, compressed products of unique accuracy of dosage, perfection of finish and supreme reliability are produced.



By combining Research with Industry, pioneer preparations of scientific certainty have been produced, which have replaced the uncertain, unreliable pharmaceuticals of former years. Some of the results of scientific research, such as 'DIGINUTIN' and 'ERNUTIN,' which replace their uncertain predecessors—Tincture of Digitalis and Extract of Ergot—are described in these pages. Other examples of the firm's pioneer work are exhibited.

The first supplies of anti-diphtheritic serum to be used in the U.S.A. owed their origin to Burroughs Wellcome & Co.

Special attention is devoted to the production of fine chemicals and galenicals of outstanding purity and to the preparation of animal and vegetable medicinal substances of definite strength and activity. The Wellcome Materia Medica Farm assists materially in maintaining supplies of medicinal plants of a high standard of quality.

As pioneers in the supply of medical outfits of supreme quality and compactness for the use of physicians, surgeons, explorers and travellers, Burroughs Wellcome & Co. have a world-wide reputation. The exhibits include historical medical equipments of the most celebrated pioneers of travel. 'TABLOID' EQUIPMENTS are the only Medical Outfits to have been carried to the North and South Poles by land, sea and air.

The high quality of Burroughs Wellcome & Co. products is indicated by the receipt of over 270 Competitive Highest Awards at the great International Exhibitions of the world, including TWO GRAND PRIZES at the International Congress of Medicine, London (Eng.), 1913.

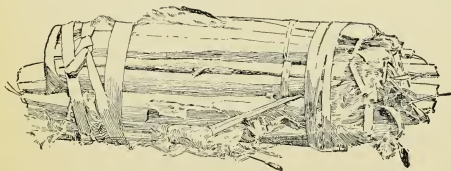
PIONEER RESEARCH

BURROUGHS WELLCOME & Co. have pioneered the introduction of many new and valuable natural medicinal agents, notable amongst which is *Strophanthus Kombé*, the powerful African arrow poison which has proved so valuable in certain heart disorders.

Sir Thomas Fraser, of Edinburgh University, first investigated and demonstrated the properties of *Strophanthus* from a comparatively small specimen, and Burroughs Wellcome & Co. immediately took vigorous steps to procure supplies regardless of expense and immense difficulties.

**Pioneers in
the intro-
duction of
*Strophanthus***

Emissaries were sent to collect the small reserves of arrow poison from the rude huts of many Central African warriors. In this way a fair quantity was accumulated, but at a cost of more than £20 per pound.



A bundle of the first consignment of strophanthus which reached Europe to
BURROUGHS WELLCOME & CO.

Thus the true *Strophanthus Kombé* was first introduced to the world—Burroughs Wellcome & Co. were first in the field.



These earliest supplies were obtained quite regardless of monetary considerations and, notwithstanding the great cost, parcels of medicinal agent and its preparations were at once distributed, without charge, to leading physicians throughout the world. By this means the therapeutic properties of strophanthus were confirmed by investigators in various lands.

More recent pioneer research work of Burroughs Wellcome & Co. is well illustrated by such noteworthy products as 'ERNUTIN' and 'DIGINUTIN.' 'ERNUTIN,' which may be employed wherever ergot is indicated, is of unvarying strength and of the highest degree of activity.

The most stable salt of Ergotoxine is Ergotoxine Ethanesulphonate. This was *originated* and *introduced* by Burroughs Wellcome & Co. in 1925, and on the recommendation of the British Pharmacopœia Subcommittee on Ergot, was added to the B.P., 1932, to replace the unsatisfactory hypodermic injection of ergot included in former editions.

In order to replace unstable tinctures of digitalis, 'DIGINUTIN,' a stable solution of the total glucosides of digitalis leaf, prepared under laboratory conditions, corresponds in strength to fresh tincture of digitalis. 'TABLOID' 'DIGINUTIN' is now also available.

In the treatment of leprosy with esters of acids of the chaulmoogric series, 'MOOGROL' has been used in leper colonies throughout the world, and was the result of years of patient investigation and clinical trial. The addition of iodine markedly reduces the irritating property of the ethyl esters, and preliminary clinical evidence obtained with IODISED 'MOOGROL' has confirmed this.

In the dietetic field, 'DEXIN' High Dextrin Carbohydrate marks the outcome of researches conducted in the Wellcome Experimental Research Laboratories, New York (*see page 43*).

ERGOTOXINE



ERGOTOXINE—an alkaloid of ergot possessing a powerful action in contracting the uterus—was discovered and isolated owing to the initiative of Burroughs Wellcome & Co. 'ERNUTIN' is a clear solution presenting Ergotoxine—together with 'Ergamine' and 'Tyramine'—*in definite amount* and in a state of chemical purity. 'ERNUTIN' (Oral) contains 0.033 per cent. and 'HYPOLOID' 'ERNUTIN' 0.1 per cent. of Ergotoxine Ethanesulphonate. 'Ergamine' and 'Tyramine' are organic bases present in ergot.

Preparations

TRADE MARK 'ERNUTIN' (ORAL) (20 per cent. alcohol) [^{BM} B. W. & Co.]

Containing 0.033 per cent. of Ergotoxine Ethanesulphonate.

Bottles of 30 c.c., 4 fl. oz. and 16 fl. oz.

TRADE MARK 'HYPOLOID' BRAND 'ERNUTIN' TRADE MARK [^{BM} B. W. & Co.]

(1 per cent. alcohol)

Containing 0.1 per cent. of Ergotoxine Ethanesulphonate.

'Hypoloid' ampoules of 0.6 c.c. (min. 10 approx.) of sterile solution, in boxes of 6 and 100

ERGOTOXINE ETHANESULPHONATE presents Ergotoxine in a chemically-pure state. This salt, originated by Burroughs Wellcome & Co. in 1925, is white, crystalline, stable and more soluble than the phosphate.

Preparations

TRADE MARK 'TABLOID' BRAND ERGOTOXINE ETHANESULPHONATE,
0.0005 gramme (gr. 1/130 approx.) [^{BM} B. W. & Co.]

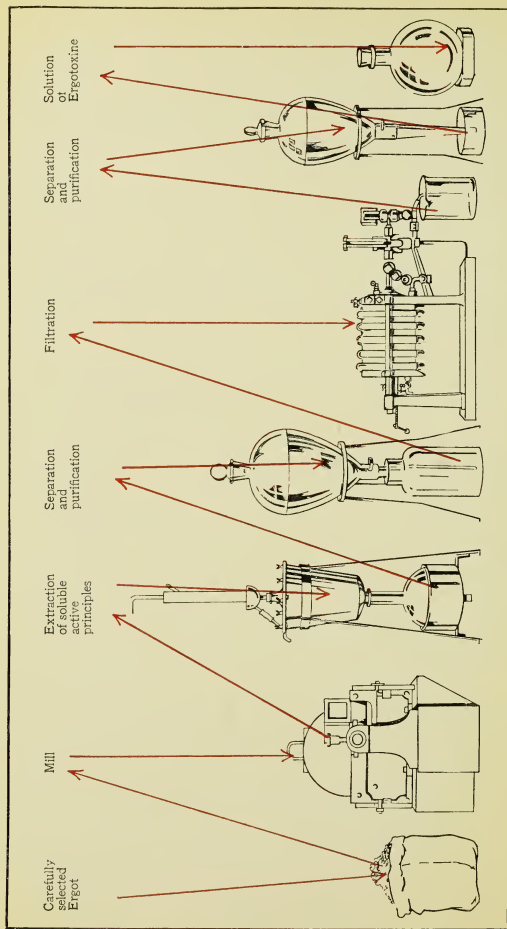
Bottles of 25

TRADE MARK 'TABLOID' BRAND HYPODERMIC ERGOTOXINE ETHANESULPHONATE,
gr. 1/100 [^{BM} B. W. & Co.]

Each strength in tubes of 12 and 50 and packages of 500

TRADE MARK 'WELLCOME' BRAND ERGOTOXINE ETHANESULPHONATE

Tubes of 0.1 gramme



ISOLATION OF ERGOTOXINE IN LABORATORY

TRADE 'MOOGROL' MARK



A Mixture of Esters of the Acids of the Chaulmoogric Series resulting from investigations in The Wellcome Chemical Research Laboratories dating from 1904

USED in the treatment of leprosy.

Preparation

'MOOGROL' [B. W. & Co.]
(Trade Mark)

Bottles of 25 c.c. and 100 c.c.

IODISED TRADE 'MOOGROL' MARK

A Mixture of Esters of the Acids of the Chaulmoogric Series with 0.5 per cent. Iodine

IODISED 'MOOGROL' is a mixture of esters of the acids of the chaulmoogric series with 0.5 per cent. of iodine, suitable for intramuscular or intradermal injection. The addition of the iodine markedly reduces the irritating quality of the ethyl esters.

The intradermal method has been employed by the Philippine workers for some time. The advantages claimed are that it produces more rapid resolution of the superficial lesions and that it is relatively free from general and local reactions.

At the Leonard Wood Memorial Conference of Leprosy, held at Manila in January, 1931, the use of iodised esters, particularly by the intradermal method, was strongly recommended.

Preparation

IODISED 'MOOGROL' [B. W. & Co.]
(Trade Mark)

Bottles of 25 c.c. and 100 c.c.



Dried,
powdered
leaves
percolated

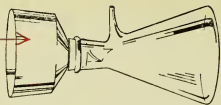
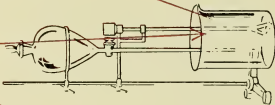
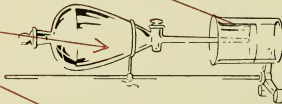
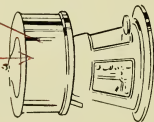
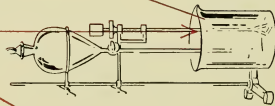
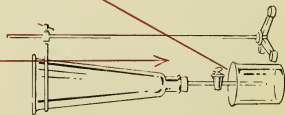
Precipitation
of inert
matter

Separation
in centri-
fuge

Extraction
of purified
solution

Re-precipitation
of active
principles

Separation of
pure glucosides
by filtration



A

B

C

D

E

F

PREPARATION OF 'DIGINUTIN' IN LABORATORY

DIGITALIS PURPUREA



TRADE 'DIGINUTIN' MARK
(Physiologically Standardised)

'DIGINUTIN' is a stable solution of the total glucosides of digitalis leaf, freed from inert material and submitted to biological assay. One advantage of 'DIGINUTIN' is its stability.

'DIGINUTIN' is prepared under laboratory conditions from standard digitalis leaf and possesses distinct advantages over the U.S.P. tincture.

In order to secure, for ambulatory patients, the additional advantage of convenience in administration, 'DIGINUTIN' is also issued as a 'TABLOID' product. The strength of each product is standardised to correspond with U.S.P. requirements.

CAUTION.—Because 'Diginutin' is of full strength when made, and retains its full strength on keeping, it may actually be more potent than the digitalis tincture hitherto employed. When giving massive doses, therefore, caution is necessary.

Preparations

'DIGINUTIN'—(For Oral Administration)—A stable solution of the (Trade Mark) total glucosides of digitalis leaf. 1 c.c. (17 minims) corresponds to 0.1 gm. of International standard of digitalis leaf = approx. 1 Cat Unit. [B. W. & Co.]

Bottles of 1 fl. oz. and 8 fl. oz.

TRADE 'TABLOID' BRAND 'DIGINUTIN,' TRADE MARK min. 5 and min. 10 [B. W. & Co.]

Each strength in bottles of 25 and 100

SCENES ON THE WELLCOME MATERIA MEDICA FARM



GATHERING AND LOADING DIGITALIS



LIGHT RAILWAY TO WORKS

From photographs developed with 'TABLOID' 'RYTOL'

THE WELLCOME MATERIA MEDICA FARM



One of the outstanding features of the work of Burroughs Wellcome & Co. is the emphasis laid on precision and scientific control. If this control can operate at the very commencement of production, so much the better. By actually growing the plants required in the preparation of extracts, tinctures, alkaloids and other pharmaceutical products, the manufacturing chemist is able to exercise complete control at every stage. The Wellcome Materia Medica Farm, Kent (Eng.), is, therefore, a most important development of the firm's activities.

Control
from the
beginning



GATHERING DIGITALIS

Great care is taken in collecting and drying the leaves, otherwise the medicinal activity would be adversely affected

In the cultivation of medicinal plants, there are countless problems to be solved and difficulties to be overcome. For example, there is the question of soil. Some soils are



naturally adapted to support certain plants, but are quite unsuitable for other species. In the wild state, Nature works out this problem in her own way—seeds falling into the wrong habitat having little chance of germination and still less chance of survival. An experienced botanist can, therefore, form some estimate of the soil from a consideration of the vegetation it supports. Many experiments are necessary in order to determine the ideal soil for each particular plant it is proposed to cultivate. Even slight variations in the soil contents may produce variations in the amount of active principles to which medicinal plants owe their therapeutic value. Possibly this explains the origin of the idea that cultivated plants have not the same virtue as the wild. At the Wellcome Materia Medica Farm all the evidence points in the opposite direction. Careful estimations show that the cultivated herb, when the cultivation has been properly carried out, has a distinct advantage.

**Control
of soil
contents**

The ideal times for harvesting the various crops are not so easily determined for medicinal herbs as for oats, or wheat, or barley. The observations of the farmer have to be supplemented by the exact analyses of the chemist, and Burroughs Wellcome & Co. are able to supply the knowledge of both. It is small wonder, then, that 'Wellcome' Brand galenical preparations occupy a niche by themselves in the appreciation of physicians and pharmacists. From the growing plants to the finished products every operation is under expert scientific supervision.

**Complete
scientific
control**



THE WELLCOME MATERIA MEDICA FARM



A FIELD OF BELLADONNA



DIGITALIS (*Digitalis purpurea*) IN FLOWER

From direct colour photographs developed with
'TABLOID' 'RYTOL'



RIGHT LEG.—Advanced varicose condition of internal Saphenous Vein.

LEFT LEG.—Result of treatment with 'Hypoloid' Quinine and Urethane. Note coloration over site of Sclerosed Vein.



INJECTION TREATMENT

THE first recorded injection by means of an instrument was made by an Irish surgeon in 1844. It was not until 1852, however, that Charles Pravaz, Lyons, devised an instrument, consisting of a barrel, plunger and trocar, from which later models have been evolved. The latest development is the 'AGLA' Hypodermic Syringe in a Spirit-tight Container. This compact outfit enables an 'AGLA' Hypodermic Syringe, with a needle in position, to be



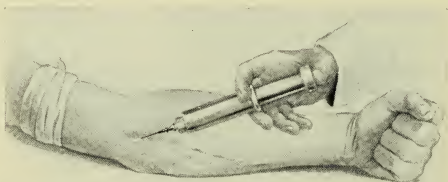
Intramuscular Injection

carried, similarly to a fountain pen, in the vest-pocket, ready for immediate use. It consists of an 'AGLA' Two-piece Hypodermic Syringe fitted with a Rustless steel needle in a glass container. The piston acts as a stopper and fits firmly into the glass container, thus preventing evaporation or leakage of the alcohol, in which the Syringe is constantly immersed. The Syringe and Spirit-tight Container are supplied in a Metal Case to ensure safe carriage in pocket or bag.



TRADE MARK 'HYPOLOID' BRAND PRODUCTS

IN 'HYPOLOID' products the physician has at his disposal a wide range of medicaments convenient for immediate injection and of an exceptionally high standard of reliability and accuracy. Each 'HYPOLOID' product contains the stated quantity of medicament, either in solution or suspended in a non-irritating fluid vehicle, and protected from contaminating influences by an ampoule. The



Intravenous Injection

'HYPOLOID' ampoules are made from specially-tested neutral hard glass, having no deleterious action on the contents.

Unless otherwise mentioned, each 'HYPOLOID' ampoule enables one cubic centimetre (approximately min. 16) to be injected.

(For full list of 'Agla' Syringes, Needles and 'Hypoloid' products, see Wellcome's Excerpta Therapeutica)

TREATMENT OF VARICOSE VEINS BY INJECTION

'HYPOLOID' QUININE AND URETHANE and 'HYPOLOID' SODIUM MORRHUATE are used in the injection treatment of varicose veins. The solution is injected into the vein at various points by means of a syringe and a fine needle. The contact of the injection fluid with

the endothelium of the vein results in a phlebitis and a gradual deposition of fibrin; organisation takes place and the vein shrinks to a solid cord.



QUININE AND URETHANE

'HYPOLOID' QUININE AND URETHANE contains Quinine Dihydrochloride, 0.26 gm., and Urethane, 0.13 gm., in each 2 c.c. of sterile, distilled water and is ready for immediate intravenous injection.



Injection into Varicosity

Preparations

TRADE MARK 'HYPOLOID' BRAND QUININE AND URETHANE [B. W. & Co.]

R Quininae Dihydrochloridi, 0.26 gramme
Urethani, 0.13 gramme

DIRECTION.—*Varicose Veins*—Half to one c.c., injected intravenously into the varicosity at various places.

Boxes of 5 and 100 'Hypoloid' ampoules

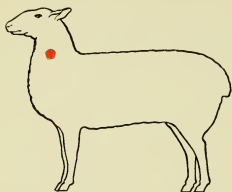
SODIUM MORRHUATE

TRADE MARK 'HYPOLOID' BRAND SODIUM MORRHUATE [B. W. & Co.]

5 per cent. and 10 per cent. solution, in 'Hypoloid' ampoules of 2 c.c., in boxes of 5; and in rubber-capped bottles of 25 c.c.

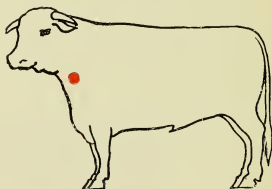
DIRECTION.—*Varicose Veins*—Half to one c.c., injected intravenously into the varicosity at various places.

THYROID GLAND



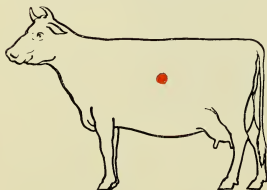
Position of Thyroid Gland indicated in red

PARATHYROID GLAND



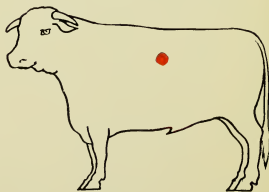
Position of Parathyroid Gland indicated in red

OVARIAN SUBSTANCE



Position of Ovary indicated in red

SUPRARENAL GLAND



Position of Suprarenal Gland indicated in red



ANIMAL SUBSTANCES

ON the pharmaceutical side of organo-therapy Burroughs Wellcome & Co. were, and continue to be, pioneers. 'TABLOID' products are issued which present the whole gland substance. No solvents are used. The system of gland-grouping, originated by Burroughs Wellcome & Co., in which the claims of each gland substance are examined with definite reference to established physiological and clinical evidence, enables an estimate to be made of the potential therapeutic value of any gland substance or combination.

SUPRARENAL (WHOLE GLAND)

IMPROVEMENT sometimes follows large doses of suprarenal gland substance in Addison's syndrome. In various forms of autonomic imbalance, or in Graves' syndrome, and in hyperthyroidism, persistent administration often relieves symptoms. It has been found useful in conditions dependent upon hypoadrenia, such as certain forms of depression and melancholia, and after influenza and other acute infections, especially diphtheria.

Preparations

TRADE MARK 'TABLOID' BRAND SUPRARENAL GLAND, gr. 1; and gr. 5 [SEE B. W. & Co.]
Each strength in bottles of 100 and 500

THYROID GLAND

'TABLOID' THYROID GLAND represents the whole substance of carefully-selected, healthy sheep's thyroids and can be relied on to produce the complete therapeutic effect of the fresh gland.



SECTION OF THYROID GLAND

Magnification 50 diameters

Compare with PARATHYROID, below

Standardisation.—‘TABLOID’ THYROID GLAND is standardised to contain 0.4 per cent. of iodine in the desiccated gland substance.

Preparations

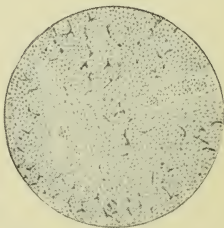
TRADE MARK ‘TABLOID’ BRAND THYROID GLAND (Standardised),
gr. 1/100; gr. 1/10; gr. 1/4;
gr. 1/2; gr. 1; gr. 1½; gr. 2;
gr. 2½; and gr. 5

[J.B. & Co.]

Each strength in bottles of 100 and 500

PARATHYROID GLAND

PARATHYROID GLAND is given to raise the blood-calcium level when this is below normal in Raynaud’s disease, urticaria, eczema and prurigo; also in angio-neurotic œdema and hay fever. It is indicated in other states of lowered blood-calcium associated with tetany or with muscular irritability. A calcium salt is usually given conjointly with parathyroid to ensure that dietary calcium is sufficient for metabolic purposes. For this purpose, ‘TABLOID’ PARATHYROID GLAND AND CALCIUM LACTATE is issued.



SECTION OF PARATHYROID GLAND

Magnification 50 diameters

Compare with THYROID, above

In view of the uncertainty as to the identity of the material sometimes offered as parathyroid gland, the gland substance used in ‘TABLOID’ PARATHYROID GLAND undergoes careful inspection, checked periodically by microscopic sections. By these means, the genuineness of all material used in ‘TABLOID’ PARATHYROID GLAND is ensured.

Preparations

TRADE MARK 'TABLOID' BRAND PARATHYROID GLAND, gr. $2\frac{5}{8}$ [equivalent to gr. $1\frac{1}{10}$ of desiccated gland] [B. W. & Co.]

Bottles of 25 and 100

TRADE MARK 'TABLOID' BRAND PARATHYROID GLAND AND CALCIUM LACTATE [B. W. & Co.]

℞ Glandulæ Parathyroideæ, gr. $1\frac{1}{10}$
 (Equivalent to gr. $1\frac{1}{40}$ of desiccated gland)
 Calcii Lactatis, gr. 5

Bottles of 100 and 500

PLURI-GLANDULAR PREPARATIONS

THE interdependence of the various endocrine glands and the balance which seems to exist in the functional activities of certain groups has the result that irregular function of one unit is followed by a disturbance of others. Although changes in the function of a single gland may instigate a disturbance, yet other endocrine glands, by their reciprocal action, may sometimes contribute very greatly to the clinical picture. Such imbalance suggests a pluri-glandular therapy.

INDICATIONS

'TABLOID' BRAND THREE GLANDS is indicated in cretinism, backwardness in children and other conditions of hypothyroidism.



Reduced facsimile

'TABLOID' BRAND MIXED GLANDS, No. 1 (*Male*), is indicated in hypotonic and neurasthenic conditions, premature senile changes and hypochondriasis. It may also be found particularly effective in the female.

'TABLOID' BRAND MIXED GLANDS, No. 2 (*Female*), is indicated in the same conditions as No. 1 (*Male*), and in amenorrhœa and at the menopause.



TRADE MARK 'TABLOID' BRAND THREE GLANDS [50] B. W. & Co.]

R	Glandulæ Thyroideæ,	gr. 6
	Glandulæ Suprarenalis,	gr. 3/4
	Glandulæ Pituitariæ,	gr. 1/16

DIRECTION.—One, or more, taken with a little water.

Bottles of 100 and 500

TRADE MARK 'TABLOID' BRAND MIXED GLANDS [50] B. W. & Co.]

NO. 1 (MALE)

R	Glandulæ Thymicæ,	gr. 2
	Glandulæ Thyroideæ,	gr. 1/5
	Glandulæ Pituitariæ (Lobuli Anterioris),	gr. 1/2
	Glandulæ Suprarenalis,	gr. 1/4
	Didymin (<i>Orchitic Substance</i>),	gr. 1/2
	Cerebrini,	gr. 1/2

NO. 2 (FEMALE)

R	Glandulæ Thymicæ,	gr. 2
	Glandulæ Thyroideæ,	gr. 1/5
	Glandulæ Pituitariæ (Lobuli Anterioris),	gr. 1/2
	Glandulæ Suprarenalis,	gr. 1/4
	'Varium' (<i>Ovarian Substance</i>),	gr. 1/2
	'Mamos' (<i>Mammary Gland</i>),	gr. 1/2
	Cerebrini,	gr. 1/2

DIRECTION.—One of the appropriate product, gradually increased, taken with a little water, 'hrice daily.

Each in bottles of 100 and 500

TRADE MARK 'TABLOID' BRAND 'PITU-VARIUM' TRADE MARK [50] B. W. & Co.]

R	Glandulæ Pituitariæ (Lobuli Anterioris),	gr. 2
	'Varium' (<i>Ovarian Substance</i>),	gr. 3

DIRECTION.—One to two, gradually increased to four or five, twice or thrice daily, preferably after food.

Bottles of 100 and 500

TRADE MARK 'TABLOID' BRAND 'THYRO-VARIUM' TRADE MARK [50] B. W. & Co.]

R	Glandulæ Thyroideæ,	gr. 1/4
	'Varium' (<i>Ovarian Substance</i>),	gr. 5

DIRECTION.—One, thrice daily, after food, gradually increased.

Bottles of 100 and 500



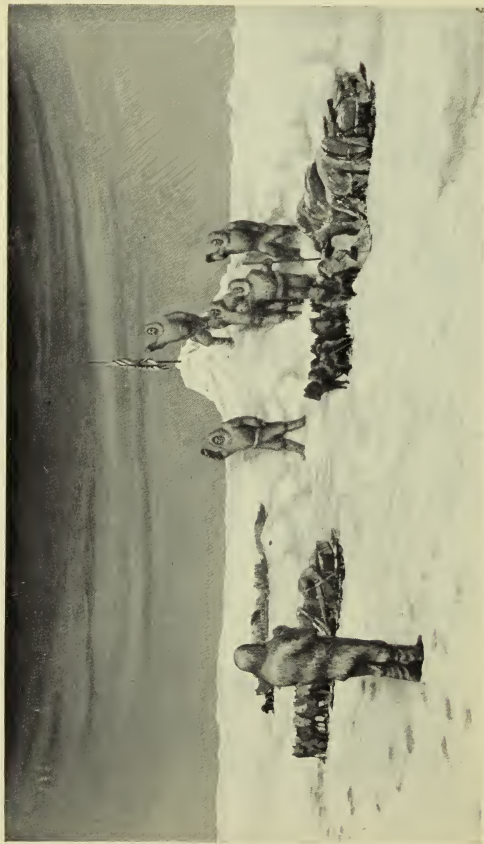
TWO HISTORICAL
THREE
 "T" BRAND 'TABLOID'
 MEDICAL EQUIPMENTS



One of the 'TABLOID' MEDICINE CASES used by Rear-Admiral Byrd on his Antarctic Expedition, 1928-30



One of the 'TABLOID' MEDICINE CASES carried round the world on the U.S.A. Army Air Service World Flight



DIORAMA—PEARY AT THE NORTH POLE

DIORAMAS DEPICTING TYPICAL PIONEER FEATS
OF EXPLORATION WITH WHICH 'TABLOID'
MEDICAL EQUIPMENTS HAVE BEEN ASSOCIATED



TWENTY-FOUR typical Dioramas are exhibited.

These show Stanley in the heart of the dense forests of Central Africa; Peary and his companions at the North Pole; Captain Scott's Expedition to the Antarctic, during which he succeeded in reaching the South Pole; Amundsen at the South Pole; the American Ladies' Hospital Ship "Maine"; Members of the Mount Everest Expedition at their Main Camp on the Rongbuk Glacier, with Mount Everest in the distance; Alcock on his pioneer Atlantic flight; Ross Smith on his flight to Australia; the U.S.A. Army Air Service flyers reaching Croydon on their World Flight; and Rear-Admiral Byrd's Trans-atlantic and South Pole Flights.

Other Dioramas illustrate other historical events with which 'Tabloid' Medical Equipments have been associated and incidents in which 'TABLOID' FIRST-AID equipments prove their value.

The problem of providing a ready supply of medicaments for administration in emergencies or places remote from institutional aid was solved many years ago by Burroughs Wellcome & Co. In the course of time, various types of medical and first-aid outfits have been evolved to meet new conditions as they arose, so that now an equipment is available, suitable for every occasion.



DIORAMA—BYRD LANDING IN FRANCE AFTER HIS TRANSATLANTIC FLIGHT



TRADE
MARK 'TABLOID' BRAND

CHESTS AND CASES

THE EXHIBIT shows photographs and relics of Burroughs Wellcome & Co. Medicine Cases carried by many famous explorers, travellers and aviators in every part of the world, on many epic adventures.

'TABLOID' MEDICAL EQUIPMENTS hold the unique record and distinction of having been **First, Second and Third at the North Pole** and **First, Second and Third at the South Pole**. They were the **only** medical outfits actually carried to or over the Poles by Peary, Amundsen, Scott and Byrd.

A 'Tabloid' Medicine Case was used by Rear-Admiral Byrd, U.S.N., on his flight to the North Pole and later on his South Pole Expedition. On his transatlantic flight he carried 'Tabloid' First-Aid.

The credit of being the first to circumnavigate the globe through the air belongs to Lieutenant Lowell H. Smith and his companions of the U.S.A. Army Air Service. Each plane carried as its sole medical equipment a 'Tabloid' Medicine Case.

That preference should, time after time, be given to Burroughs Wellcome & Co. outfits, is not mere coincidence. Each succeeding order for 'Tabloid' Equipments is a striking and irrefutable tribute to the efficiency of the last.

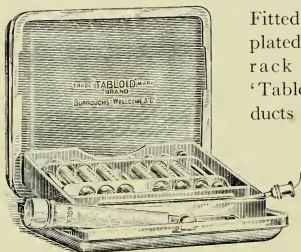


TRADE MARK 'TABLOID' BRAND

HYPODERMIC POCKET-CASES

Provide complete Equipments for hypodermic work in the smallest possible space. The metal cases may readily be sterilised on removal of their contents.

NO. 7 'TABLOID' BRAND ASEPTIC HYPODERMIC POCKET-CASE



Fitted with detachable nickel-plated aseptic frame with rack carrying tubes of 'Tabloid' Hypodermic products and holders for syringe and needles.

Aluminium and Solid Silver.

No. 7 'Tabloid' Brand Aseptic Hypodermic Pocket-Case

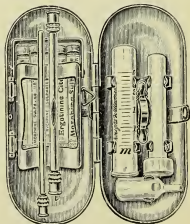
Measurements: $3\frac{1}{2} \times 3\frac{1}{8} \times \frac{7}{8}$ in

NO. 40 'TABLOID' BRAND ASEPTIC HYPODERMIC POCKET-CASE

("The Mussel Shell")

Component parts held in metal clips and rack, ensuring maximum security.

Nickel-plated Metal, complete with soft leather cover.



No. 40 'Tabloid' Brand Aseptic Hypodermic Pocket Case

Measurements: $3\frac{1}{2} \times 1\frac{3}{8} \times 1$ in.

HYPODERMIC AND OPHTHALMIC POCKET-CASES



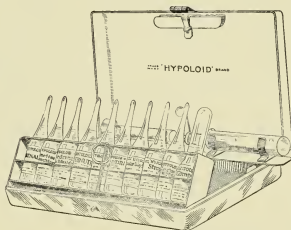
An efficient, compact and portable Outfit equipped for immediate hypodermic injection.

NO. 62 'HYPOLOID' BRAND HYPODERMIC POCKET-CASE

Contains an 'AGLA' Aseptic Hypodermic Syringe (min. 20 or 1 c.c.), two 'AGLA' Rustless steel needles, 10 'Hypoloid' products, two files and a list of 'Hypoloid' preparations.

Nickel-plated Metal.

Weight, about 10 oz.



No. 62 'Hypoloid' Brand Hypodermic Pocket-Case
Measurements: $5 \times 3\frac{3}{4} \times \frac{3}{4}$ in.

NO. 93 'TABLOID' BRAND ASEPTIC OPHTHALMIC POCKET-CASE



No. 93 'Tabloid' Brand Aseptic Ophthalmic
Pocket-Case

Measurements: $2\frac{3}{8} \times 2\frac{1}{8} \times \frac{3}{8}$ in.

Exceptionally complete and compact. Fits easily into the vest pocket. If the contents be removed, the Case may readily be sterilised.

Nickel-plated Metal



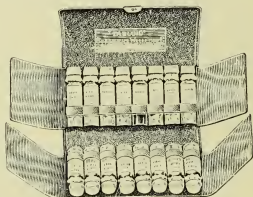
TRADE MARK 'TABLOID' BRAND

MEDICINE CHESTS AND CASES

'TABLOID' Brand Medicine Chests and Cases have earned a reputation for convenience, portability and efficiency which places them in a class by themselves.

NO. 117 'TABLOID' BRAND MEDICINE POCKET-CASE

In Morocco, Brown or Green Seal or Crocodile Leather, Cowhide and in Pigskin. Contains *sixteen* $\frac{1}{2}$ oz. phials of 'Tabloid' Brand products. Also gusset pocket for dressings or papers, etc., etc.

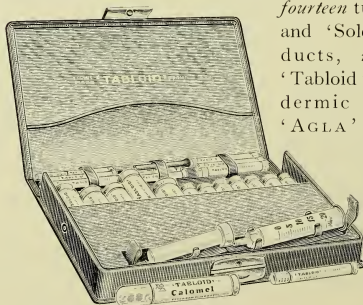


No. 117 'Tabloid' Brand Medicine Pocket-Case
Measurements $7\frac{1}{2} \times 4\frac{1}{2} \times 2\frac{3}{8}$ in

NO. 128 'TABLOID' BRAND MEDICINE POCKET-CASE

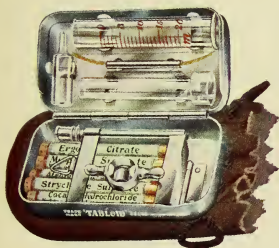
A compact Case specially suitable for hard wear. Metal Case covered with Black Morocco Leather. Contains

fourteen tubes of 'Tabloid' and 'Soloid' Brand products, *nine* tubes of 'Tabloid' Brand Hypodermic products, an 'AGLA' Aseptic Hypodermic Syringe, needles, etc.



No. 128 'Tabloid' Brand Medicine Pocket-Case
Measurements: $6 \times 3\frac{3}{4} \times 1$ in.

NO. 10 ASEPTIC HYPODERMIC 'TABLOID' BRAND POCKET-CASE



With Soft Leather Cover

Each part of the syringe
is held separately in a
holdfast clip

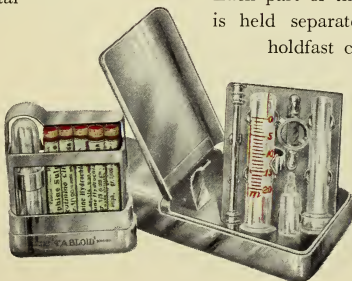
Nickel-plated Metal

Measurements: $2\frac{1}{2} \times 1\frac{3}{8} \times 1$ in.

NO. 20 ASEPTIC HYPODERMIC 'TABLOID' BRAND POCKET-CASE

Nickel-plated
Metal

With Soft Leather Cover.
Each part of the syringe
is held separately in a
holdfast clip



Measurements: $4\frac{1}{2} \times 1\frac{3}{4} \times \frac{3}{4}$ in.

NO. 125 'TABLOID' BRAND MEDICINE
POCKET-CASE

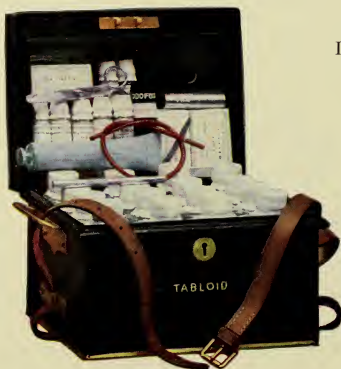


Measurements $5\frac{1}{2} \times 4 \times 1\frac{1}{2}$ in.

Also supplied in
Morocco Leather, in
Cowhide, Pigskin,
Brown or Green Seal
Leather or Brown
Crocodile Leather

Green Crocodile
Leather

NO. 254 'TABLOID' BRAND MEDICINE CHEST
(*"The Indian"*)



Ideal for Missionary,
Expeditionary
or itinerant use

Japanned Metal

Weight,
approximately
12 lb.

Measurements. $9 \times 6\frac{3}{4} \times 6\frac{1}{4}$ in.

NO. 708 'TABLOID' BRAND FIRST-AID
(*"The Nurse's"*)

Contains *two* tubes of 'Tabloid' and 'Soloid' Brand products, 'Vaporole' Iodine, 'Vaporole' Aromatic Ammonia, for use as "Smelling Salts," 'Borofax' Brand

Boric Acid Ointment, 'Carofax' Brand Solidified Carron Oil, jaconet, 'Tabloid' Bandages and Dressings, plaster, protective skin, camel-hair brush, pins, etc.



Aluminised Metal

Measurements: $6\frac{7}{8} \times 3\frac{1}{4} \times 2\frac{3}{16}$ in.

NO. 709 'TABLOID' BRAND FIRST-AID
(*"The Boy Scout's"*)

Contains 'Vaporole' Iodine, 'Vaporole' Aromatic Ammonia, 'Borofax' Brand Boric Acid Ointment, 'Carofax' Brand Solidified Carron Oil, jaconet, 'Tabloid' Bandages and Dressings, plaster, protective skin, camel-hair brush and pins.



Aluminised Metal

Measurements: $6\frac{7}{8} \times 3\frac{1}{4} \times 2\frac{3}{16}$ in.

Waist-belt or cycle attachment, at a small extra cost

NO. 714 'TABLOID' BRAND FIRST-AID
 ("Pocket-Kit")

Contains 'Tabloid' Bandage and Boric Compress, 'Vaporole' Iodine, 'Vaporole' Aromatic Ammonia, 'Borofax' Brand Boric Acid Ointment, 'Carofax' Brand Solidified Carron Oil and adhesive plaster.

Blue and Gilt
 Enamelled Metal



Measurements: $4 \times 2\frac{1}{2} \times \frac{7}{8}$ in.



NO. 715 'TABLOID' BRAND FIRST-AID

Contains 'Tabloid' Brand Bandages and Dressings, 'Vaporole' Iodine, 'Vaporole' Aromatic Ammonia, for use as "Smelling Salts," 'Borofax' Brand Boric Acid Ointment, sal volatile, 'Carofax' Brand Solidified Carron Oil, jaconet, plaster, protective skin, scissors, pins, etc., and *eight* tubes of 'Tabloid' and 'Soloid' Brand products.



Measurements: $7\frac{1}{2} \times 4\frac{1}{4} \times 3$ in

Aluminised Metal

NO. 134 'TABLOID' BRAND MEDICINE

POCKET-CASE



Fitted with eight phials
of 'Tabloid' Brand
products, etc.

Cowhide, Morocco, Pig-
skin, Brown Seal or
Crocodile Leathers.

No. 134 'Tabloid' Brand Medicine Pocket Case

Measurements: $6\frac{1}{2} \times 4\frac{1}{2} \times 1\frac{3}{8}$ in.

NO. 231 'TABLOID' BRAND MEDICINE CASE



An excellent Equipment for
missionary, expeditionary, or
itinerant use.

Black Japanned Metal

No. 231 'Tabloid' Brand Medicine Case

Measurements: $11 \times 8 \times 3\frac{5}{8}$ in.

Weight, about 8 lb.



NO. 258 'TABLOID' BRAND MEDICINE CASE

("The Settler's")

Compact and useful for
settlers' or travellers' use,
and for stations, farms, or
camps in out-of-the-way
places.

Black Japanned Metal

Weight, $5\frac{1}{4}$ lb.

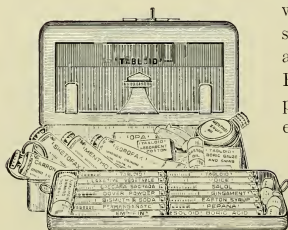


No. 258 'Tabloid' Brand Medicine Case
Measurements $8\frac{1}{4} \times 5\frac{3}{4} \times 4\frac{3}{8}$ in.

NO. 261 'TABLOID' BRAND MEDICINE CASE

("The Orient")

Elegant, compact and
well-fitted, this Case is
specially devised and
arranged for service in the
East. A reliable com-
panion that will provide
efficient aid on the spot.



Aluminised
Metal

No. 261 'Tabloid' Brand Medicine Case
Measurements. $7\frac{5}{8} \times 4\frac{1}{4} \times 2\frac{1}{4}$ in.

TRADE
MARK

'SOLOID' BRAND

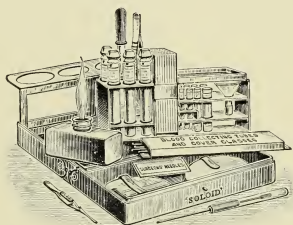
ANALYSIS AND TEST CASES

Portable Outfits containing apparatus and reagents for the analyses of urine, water, sewage, etc., and Equipments providing, in small compass, the essentials for the bacteriological examination of blood, pus, sputum, etc.

NO. 505 'SOLOID' BRAND
BACTERIOLOGICAL CASE

Owing to its small size and light weight, this Case can readily be carried into the sick chamber, to obtain a blood specimen or a throat swab.

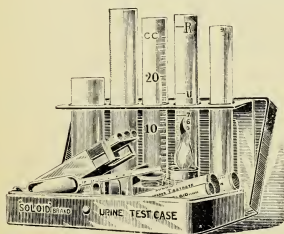
Nickel-plated Metal, with soft leather cover.



No. 505 'SOLOID' Brand Bacteriological Case
Measurements: $5 \times 3\frac{1}{4} \times 1\frac{1}{2}$ in.

NO. 510 'SOLOID' BRAND URINE TEST CASE

Compact and easily rendered aseptic.



No. 510 'SOLOID' Brand Urine Test Case
Measurements: $6\frac{1}{2} \times 2\frac{1}{2} \times 1\frac{1}{2}$ in.

Contains the means of applying to urine qualitative and quantitative tests for albumin, sugar, etc.

Nickel-plated Metal, with soft leather cover.

TRADE
MARK

'TABLOID' BRAND FIRST-AID ("PAC-KITS")

THE UNIT TYPE PACKAGE SYSTEM
OF FIRST-AID KITS AND REFILLS



THE unit type of 'TABLOID' FIRST-AID consists of a series of Cases containing first-aid materials packed in standardised units and multiples of that unit.

Each unit presents one or more complete treatment, and each dressing, such as 'Tabloid' Bandage Boric Compress, is also complete in itself.

The dressings are sealed, sterilised and so wrapped that they are dirt and dust proof.

NO. 750—10 UNITS

Size: $7\frac{3}{4} \times 4\frac{5}{8} \times 2\frac{5}{8}$ in.

NO. 751—12 UNITS

Size: $10\frac{9}{16} \times 6 \times 3\frac{5}{8}$ in.

NO. 752—16 UNITS

Size: $9 \times 6 \times 2\frac{5}{8}$ in.

NO. 753—24 UNITS

Size: $9 \times 9 \times 2\frac{5}{8}$ in.

NO. 754—36 UNITS

Size: $13\frac{1}{4} \times 9 \times 2\frac{5}{8}$ in.



DIETARY ADJUNCTS

IMPORTANT additions to the list of Burroughs Wellcome & Co. dietetic preparations are 'DEXIN' High Dextrin Carbohydrate, for modifying cow's milk for infant feeding and for use in invalid dietary, and 'KEPLER' HÆMOGLOBIN WITH MALT EXTRACT AND COD LIVER OIL (B Vitamins Fortified).

TRADE MARK 'DEXIN' BRAND

HIGH DEXTRIN CARBOHYDRATE

'DEXIN,' the result of researches carried out at the Wellcome Experimental Laboratories, New York, provides palatable, easily digested carbohydrate for modifying cow's milk in infant feeding and for addition to the diet of the convalescent or adults subject to intestinal disturbances of a fermentative nature. During pregnancy, 'DEXIN' meets the increased maternal demand for carbohydrate. Its approximate composition is Dextrin, 75 per cent.; Maltose, 24 per cent.; Mineral Ash, 0.25 per cent.; Moisture, 0.75 per cent.

'DEXIN' is soluble in all proportions in milk and water and may be given to adults with coffee, cocoa or milk, or sprinkled on fruit or cereals.

Literature is available with chart of measured 'DEXIN' feeding for infants up to 12 months.

'DEXIN' prevents the formation of indigestible milk curds and facilitates the digestion of milk by the infant, providing, at the same time, palatable, easily-assimilated carbohydrates.

TRADE 'KEPLER' MARK HÆMOGLOBIN
WITH MALT EXTRACT AND COD LIVER OIL
(B VITAMINS FORTIFIED)

Prescribed: R 'KEPLER' H.M.O.V.

WEIGHT
GRAMMES

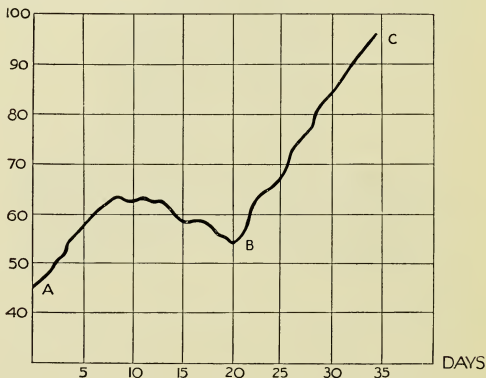


CHART OF FEEDING TESTS SHOWING
AVERAGE GAIN IN WEIGHT

A to B—Progress in 20 days on ORDINARY DIET

B to C—Progress in 15 days on ordinary diet *to which*
2 grams of 'KEPLER' H.M.O.V. were
added daily

As it is not fermented by most intestinal bacteria it checks tendency to infantile diarrhœa, and provides a valuable high dextrin carbohydrate food for adults, especially those liable to intestinal fermentation.



Preparation

TRADE MARK 'DEXIN' BRAND HIGH DEXTRIN CARBOHYDRATE [J.B. W. & Co.]

Tins of 12 ounces and 3 lb.

'KEPLER' HÆMOGLOBIN

WITH MALT EXTRACT AND COD LIVER OIL

(B VITAMINS FORTIFIED)

Prescribed as 'KEPLER' H.M.O.V.

This preparation is not only rich in Vitamins A, B and D, but presents the natural iron-containing constituent of the blood—hæmoglobin—which is more readily absorbed from the alimentary canal than inorganic salts of iron.

The nausea experienced by some patients after taking cod liver oil has been effectively overcome in 'KEPLER' HÆMOGLOBIN WITH MALT EXTRACT AND COD LIVER OIL. No taste of the oil remains in this combination, and difficulty of administration does not arise. This fact alone would be sufficient to give a position of great usefulness to the physician.

Nausea after
Cod Liver Oil
overcome

The combination has, however, a greater claim which places it in a unique position amongst dietary medicaments. Malt extract contains the B vitamins, and this product is further fortified in this important respect with B vitamins from yeast. Vitamin B deficiency is always a serious factor in cases of hypo- vitaminosis. The problem of adding a supply of Vitamin B to the diet, in addition to Vitamins A and D, is simplified by prescribing 'Kepler' H.M.O.V.

Vitamin B
content of
Malt Extract

VITAMIN A TESTS ON RATS



RAT 1.—Fed on diet devoid of Vitamin A. Shows xerophthalmia, rough coat and general lack of condition



RAT 2.—Fed on same diet as its litter mate, Rat 1, but with the daily addition of 8.3 mgm. of 'KEPLER' COD LIVER OIL WITH MALT EXTRACT

THE IDEAL DIETARY ADJUNCT



Few conditions of hypo-vitaminosis can be considered as due entirely to the lack of one single vitamin. The symptoms due to the deficiency of one vitamin are accentuated when the complication of deficiency in another vitamin is superadded. The physician in these cases is faced with the task of thoroughly rebuilding the diet with the introduction of a full vitamin content.

Diets deficient in vitamins may be fully completed by administering 'Kepler' H.M.O.V., and adding fruit to the diet. Whichever one of the varied types of nutritional disorders the physician approaches, either in infants or in adults, this product simplifies the problem in a fashion not to be obtained by other means.

'KEPLER' COD LIVER OIL

For many years 'KEPLER' COD LIVER OIL has maintained its position as an effective therapeutic agent in diseases associated with deficiency of Vitamins A and D. It is presented in 'Kepler' Cod Liver Oil with Malt Extract, which is delicious to take, and, in addition, contains the B vitamins. 'Kepler' Cod Liver Oil undergoes animal feeding tests. Such control provides the physician with a safeguard which is readily appreciated.

Physiological
tests of
'Kepler'
Cod Liver Oil

All 'Kepler' Cod Liver Oil is tested for Vitamin A by the most practicable method, and the results are confirmed from time to time by the growth test on rats. All 'Kepler' Cod Liver Oil is tested for its content of Vitamin D by its ability to cure rickets in rats. The highest standards are demanded in the tests for both. The B Vitamins are invariably present in 'KEPLER' MALT EXTRACT.

RICKETS



Radiogram of ankle in rickets, showing lipping and irregularity of the epiphyseal line



Radiogram of ankle after administration of cod liver oil to a case of rickets, showing evidence of fresh calcification at the epiphyseal line

RICKETS



THE value of cod liver oil in the treatment of rickets has been established by clinical results obtained in practice extending over a long period of years.

From being empirical, this treatment has now become established on a definite basis by reason of the discovery that good cod liver oil is rich in Vitamin D, which has a definitely-proved anti-rachitic action.

The essential, in making choice of a cod liver oil preparation, for use either in the prevention or in the cure of rickets, is to know that it is rich in Vitamin D. So far as 'KEPLER' COD LIVER OIL is concerned, this certainty is established, not Vitamin D merely by the records of many years' clinical experience, but by the fact that it has been since 1923 specially tested for its vitamin content.

It should not be overlooked that when the normal diet is lacking in Vitamin D it is almost certain to be lacking in Vitamin A also. Cod liver oil supplies this deficiency as well as that of Vitamin D, and, as the only readily available source of Vitamin A which the clinician possesses, it should always be administered in rickets.

'KEPLER' MALT EXTRACT is prepared solely from the finest malted barley. It presents maltose and Vitamin B together with the ferment diastase, phosphates and albuminoids and is absolutely free from alcohol. In addition, it is particularly valuable as a vehicle for nauseous medicaments.

'KEPLER' COD LIVER OIL WITH MALT EXTRACT presents the finest cod liver oil so associated with the malt extract as to form a palatable combination of very agreeable




flavour. It is rich in Vitamins A, B and D and is the ideal dietary adjunct in cases of specific disease as well as in conditions of general vitamin deficiency.

Preparations

'KEPLER' MALT EXTRACT [ B. W. & Co.]


(Trade Mark)

Bottles of two sizes

'KEPLER' COD LIVER OIL [ B. W. & Co.]

(Trade Mark)

Bottles of 4, 8 and 16 fl. oz.

'KEPLER' COD LIVER OIL WITH MALT EXTRACT [ B. W. & Co.]

(Trade Mark)

Bottles of three sizes

'KEPLER' HÆMOGLOBIN WITH MALT EXTRACT AND COD LIVER OIL
(Trade Mark) (B Vitamins Fortified) [ B. W. & Co.]

Each fluidounce contains Hæmoglobin, gr. $4\frac{3}{8}$

Bottles of two sizes

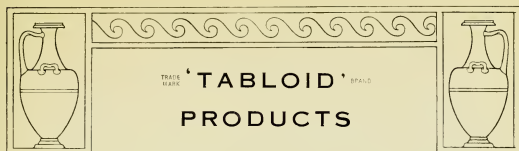
OTHER COMBINATIONS

'KEPLER' MALT EXTRACT and 'KEPLER' COD LIVER OIL WITH MALT EXTRACT are also available in combination with medicaments such as Iron Iodide, Hypophosphites, etc.

For full list, see Wellcome's Excerpta Therapeutica

All Burroughs Wellcome & Co. Malt products, including 'Kepler' Cod Liver Oil with Malt Extract, are prepared with diastatic malt extract.





ALKALINE MEDICATION

IT is difficult to persuade patients to persist in the treatment when sodium bicarbonate and similar alkalis are prescribed in the ordinary way. It is also noted that the psychological effects of such simple prescriptions are not good, and no single alkaline base can secure re-mineralisation of the system, which is often necessary.

'TABLOID' 'ALVESEN' [⁵⁰¹ B. W. & Co.] solves these difficulties. One in a glass of water produces a very acceptable effervescent draught; the equivalent of 25 doses is contained in a tube; each product presents the alkali bases—sodium, potassium, magnesium and calcium—in precise amounts.

SUGGESTED USES.—As an antacid draught: to correct hypo-alkalinity associated with gastric disturbance, the vomiting of pregnancy, malnutrition, nephritis, diabetes, fevers, œdema: to restore the alkaline balance in acidosis and to assist re-mineralisation.

Preparation

TRADE MARK 'TABLOID' BRAND 'ALVESEN' TRADE MARK [⁵⁰¹ B. W. & Co.]

(Formerly known as 'TABLOID' ALKALINE COMPOUND, EFFERVESCENT)

R	Sodii Bicarbonatis,	gr. 5
	Calcii Lactophosphatis,	gr. 3
	Potassii Bicarbonatis,	gr. 1
	Magnesii Sulphatis Exsicc.,	gr. 1
	Sodii Chloridi,	gr. 1
	Salis Effervescentis,	q.s.

The effervescent salt, on solution, produces 29·4 grains of soluble citrates, which, when oxidised in the system, produce approximately 15 grains of bicarbonate; each product, therefore, represents about 21 grains of bicarbonate.

Tubes of 10 and 25



IRON

BECAUSE of its hæmatinic value, iron, alone or in combination, is the therapeutic agent most usually employed in conditions of blood deficiency. Iron is conveniently prescribed in the form of Blaud Pill.

The therapeutic value of Blaud Pill depends upon the presence of iron carbonate in the ferrous state, but in ordinary forms of Blaud Pill there is great danger that this ferrous carbonate will be more or less oxidised to the irritating and astringent ferric salt.

The problem of securing the certain administration of ferrous carbonate in an unoxidised condition has been solved by the introduction of 'TABLOID' BLAUD PILL.

In this product the precise proportions of ferrous sulphate and alkaline carbonate are intimately associated in such a manner that interaction is prevented until the product is administered.

In the stomach, however, the interaction takes place and ferrous carbonate is formed. This fact is sufficient to account for the great superiority of the 'Tabloid' product. It is perfectly stable and permanent until it comes into contact with the gastric secretion.

'TABLOID' BLAUD PILL has given unqualified satisfaction in practice. It is easy to take, acts quickly and certainly, does not discolour the lips, tongue or teeth, and causes no impairment of the digestion.

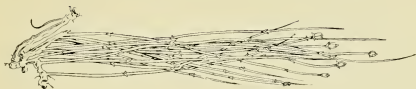
Preparations

'TABLOID' BRAND BLAUD PILL, gr. 5; and gr. 10
 (Trade Mark) (Sugar-coated) [B. W. & Co.]

Each represents 20 per cent. of ferrous carbonate.

Each strength in bottles of 100 and 500

EPHEDRA—MA HUANG



EPHEDRA—known to the Chinese as Ma Huang—is the source of one of the latest additions to our materia medica—the alkaloid Ephedrine. Investigation proves that there is great variation in the ephedrine content of different species of ephedra, and that some are practically devoid of activity.

The natural
genuine drug

EPHEDRINE HYDROCHLORIDE is prepared at the Wellcome Chemical Works, Dartford, Kent (Eng.), elaborate precautions being taken to secure purity, particularly in regard to freedom from pseudo-ephedrine and other subsidiary alkaloids, of which *l*-methyl-ephedrine and nor-*d*- ψ -ephedrine were discovered in Ma Huang by Burroughs Wellcome & Co. Standardisation by chemical means ensures uniformity of composition and therapeutic activity.

Preparations

'TABLOID' BRAND EPHEDRINE HYDROCHLORIDE, gr. 1/2
(Trade Mark) [⁵⁰¹ B. W. & Co.]
Bottles of 25, 100 and 500

'HYPOLOID' BRAND EPHEDRINE HYDROCHLORIDE, 0.03 gm.
(Trade Mark) (gr. 1/2 approx.), in 1 c.c. [⁵⁰¹ B. W. & Co.]
Boxes of 10 and 100 'Hypoloid' ampoules

'HYPOLOID' BRAND EPHEDRINE SULPHATE, gr. 8 $\frac{3}{4}$ [⁵⁰¹ B. W. & Co.]
(Trade Mark) *Boxes of 10 and 100 'Hypoloid' ampoules*

'VAPOROLE' BRAND EPHEDRINE INHALANT COMPOUND
(Trade Mark) [⁵⁰¹ B. W. & Co.]

For use with a 'Paroleine' or other Atomiser.

Bottles containing 1 fl. oz. and 16 fl. oz.



TRADE MARK 'TABLOID' BRAND

THREE BROMIDES, EFFERVESCENT

R Potassii Bromidi,	0.4 gramme
Sodii Bromidi,	0.4 gramme
Ammonii Bromidi,	0.2 gramme
Salis Effervescentis,	<i>q.s.</i>

IN 'TABLOID' THREE BROMIDES, EFFERVESCENT, the bromides of potassium, sodium and ammonium are presented with an effervescent base in order **Acceptable to palate** that the "salty" taste associated with ordinary bromide draughts may be effectively masked.

On solution, therefore, 'TABLOID' THREE BROMIDES, EFFERVESCENT, is acceptable to the most fastidious patient.

'TABLOID' THREE BROMIDES, EFFERVESCENT, is used chiefly as a sedative in conditions of nervous excitability, in hysteria, neuralgia, especially when arising from worry or overwork, and as an indirect hypnotic in the insomnia associated with these complaints. It has also proved effective in counteracting sea-sickness and vomiting from reflex causes.

Preparation

TRADE MARK 'TABLOID' BRAND THREE BROMIDES, EFFERVESCENT

[²⁵⁵/₀₁₇ B. W. & Co.]

DIRECTION.—One to two, dissolved in half a tumblerful of water, after food.

Tubes of 10 and 25

TRADE MARK 'TABLOID' BRAND

LAXATIVE VEGETABLE

Laxative or Purgative according to Dose

R Ext. Colocynthis Comp.,	gr. 1
Ext. Jalapæ,	gr. $\frac{1}{2}$
Resinæ Podophylli,	gr. $\frac{1}{4}$
Leptandrini,	gr. $\frac{1}{2}$
Ext. Hyoscyami,	gr. $\frac{1}{4}$
Ext. Taraxaci,	gr. $\frac{1}{4}$
Ol. Menthæ Piperitæ,	<i>q.s.</i>

(Plain or sugar-coated)

'TABLOID' LAXATIVE VEGETABLE is especially useful when calomel or other inorganic purgatives are contra-indicated.



Reduced facsimile

Simple purgatives stimulate peristalsis and also increase intestinal secretion, but may give rise to irritation of the intestinal mucosa and to griping pain. It is advisable, therefore, to modify their action by prescribing them with other medicaments.

'TABLOID' LAXATIVE VEGETABLE is particularly useful in chronic constipation. It effects a thorough and complete evacuation of the bowel.

In view of its colocynth content, 'TABLOID' LAXATIVE VEGETABLE is unsuitable in extreme youth or age, and should not be given during pregnancy.

Bottles of 25, 100 and 500

TRADE MARK 'TABLOID' BRAND

CALOMEL, RHUBARB AND COLOCYNTH COMPOUND (C.R.C.)

R	Hydrargyri Chloridi Mitis,	gr. 2
	Pil. Rhei Comp., N.F.,	gr. 2
	Pil. Colocynth. Comp., N.F.IX.,	gr. 2

IN 'TABLOID' CALOMEL, RHUBARB AND COLOCYNTH COMPOUND the griping action which frequently results from the administration of purgatives is controlled by carminatives. Calomel, on account of its indirect cholagogue effect, is of special utility in constipation associated with hepatic disorders. Rhubarb, in addition to its purgative action, has stomachic and subsequent astringent qualities.

Griping
action
controlled

Colocynth is a hydragogue cathartic, too drastic to be used alone, but of great value when combined with other aperients. This product presents a most effective



combination of cathartic substances of exceptional quality, uniting convenience of administration with accuracy of dosage.

'TABLOID' BRAND CALOMEL, RHUBARB AND COLOCYNTH COMPOUND may be prescribed generally in conditions where complete evacuation of the bowel contents is required; also in "biliousness" and dropsical conditions.

Preparations

TRADE MARK 'TABLOID' BRAND CALOMEL, RHUBARB AND COLOCYNTH COMPOUND (C.R.C.) [B. W. & Co.]

Bottles of 12, 25, 100 and 500

Bottles of 12 and 25, sugar-coated; bottles of 100 and 500, plain or sugar-coated

TRADE MARK 'TABLOID' BRAND CALOMEL, RHUBARB AND COLOCYNTH COMPOUND (C.R.C.) (*Half Strength*) [B. W. & Co.]

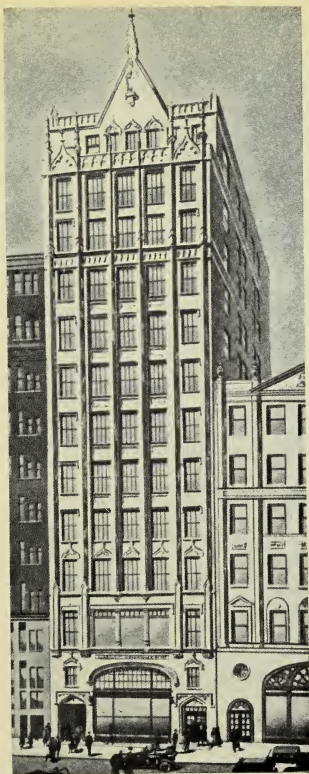
Bottles of 100 and 500 (plain only)

'TABLOID' BRAND PRODUCTS contain only the finest medicaments. They are of exceptional purity, accurate in dosage, portable, and keep well in any climate. 'TABLOID' products for general therapeutic effect are made so as to disintegrate immediately, whilst those intended to exercise a local action (as upon the throat) are so prepared that they dissolve slowly in the mouth and secure the prolonged application of a suitable solution of their constituents. 'TABLOID' preparations intended to act after leaving the stomach are coated with keratin, soluble only in the alkaline secretions of the intestine.

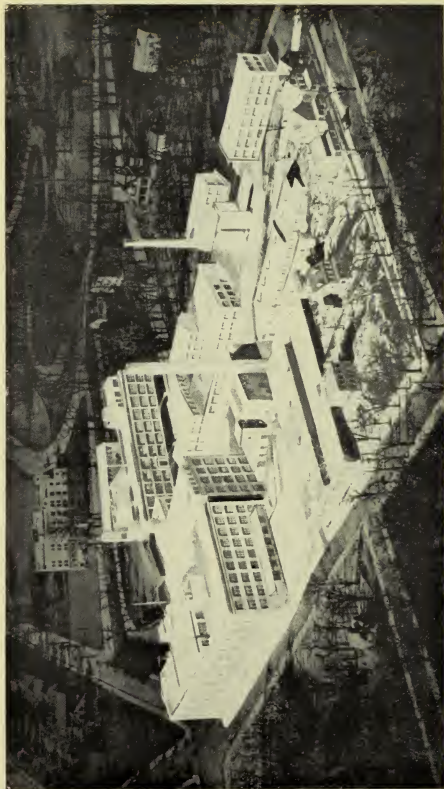
The word 'TABLOID' is a registered trade mark or brand. In counterfeit preparations there lies danger to the physician's reputation and the patient's health. In ordering or prescribing, the word 'TABLOID' should always be written in full. Medical practitioners are requested to report any cases of substitution.

This brand is stamped on all genuine uncoated products, thus:



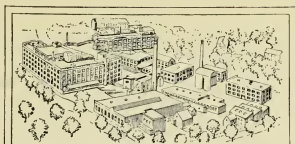


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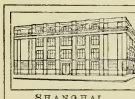
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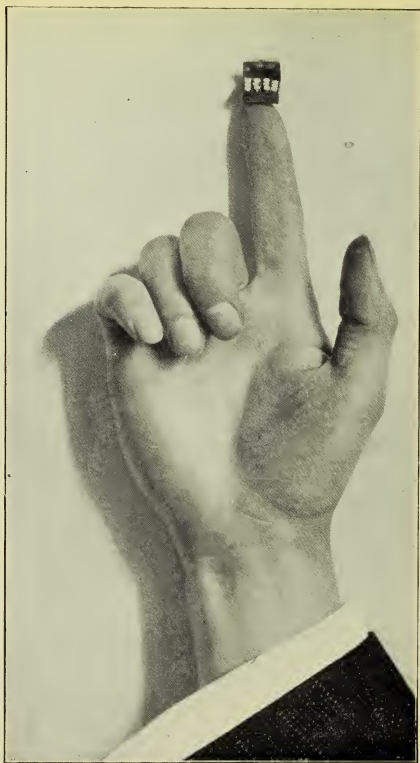


‡ DARTFORD

* Wellcome Chemical and Galenical Works and Experimental Research Laboratories
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† Wellcome Chemical and Galenical Works and Laboratories, Ville LaSalle, near Montreal

‡ Wellcome Chemical Works, Dartford (Eng.)



THE SMALLEST MEDICINE CHEST IN THE WORLD

This tiny gold Medicine Chest is fitted with twelve square medicine chest bottles containing 300 doses of 'Tabloid' Brand Medicaments, equivalent to nearly 20 pints of fluid medicine

A replica of this Chest, in 18-carat gold, was part of the equipment of the Doll's House presented to Her Majesty Queen Mary of Great Britain



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THE
TRADE MARK

'TABLOID'

The word 'TABLOID' is a registered Trade Mark.

The word 'TABLOID' denotes a Burroughs Wellcome & Co. product, and is applied to many classes of products.

The word 'TABLOID' on a package. wherever purchased, ensures supreme and uniform quality.

The word 'TABLOID' on your prescription secures for your patient a product of the same composition and activity always and everywhere.

The word 'TABLOID' may not be used except with reference to a Burroughs Wellcome & Co. product.

BEWARE OF IMITATIONS

*Offenders are prosecuted rigorously in the interests of prescribers,
dispensers, patients and the owners of the Trade Mark*



At every great
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BURROUGHS WELLCOME & CO.

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**COMPETITIVE
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